

ORDER



Orders	Order / Rev:	215192	Primary AE:	Petry Philadelphia
	Alt Order #:	6864749	Sales Office:	P-PHI
	Product Desc:	order	Sales Region:	Nat
	Estimate:	C17C21		
	Flight Dates:	10/17/12 - 10/21/12		
	Original Date / Rev:	10/17/12 / 10/17/12		
	Order Type:	REG		
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		814 King Street	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	POL/Detroit International Bridge		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/19/12	6	\$600.00	\$510.00		October 2012	6	\$600.00	\$510.00	0.00
					Totals		6	\$600.00	\$510.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOTV	1%	\$600.00
Market	100%	\$60,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,200.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	43%	\$25,800.00
WTLJ	0%	\$0.00
WWMT	18%	\$10,800.00
WXMI	17%	\$10,200.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	19%	\$11,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	10/18/12	10/18/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	---T---	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
NEWS 6A															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	---T---	2	\$100.00	0.00								
E 2	WOTV	10/19/12	10/19/12		CM	6-7a	---F--	:30	1	\$100.00	P3	0.00	NM	1	\$100.00

Order / Rev: 215192
 Alt Order #: 6864749
 Flight Dates: 10/17/12 - 10/21/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: C17C21

WOTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Daybreak @ 6															
Daybreak @ 6															
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----F--		1				\$100.00		0.00			
E 3	WOTV	10/18/12	10/18/12	GMA	CM	7-9a				-----T---		:30	2	\$100.00	P3 0.00 NM
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----T---		2				\$100.00		0.00			
E 4	WOTV	10/19/12	10/19/12	GMA	CM	7-9a				-----F--		:30	1	\$100.00	P3 0.00 NM
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----F--		1				\$100.00		0.00			
													Totals	6 \$600.00	